



LUMS

Centre for  
Business and Society

# ***BAITHAK***

**VOL.2**

**INCLUSION  
ENGAGEMENT  
DEVELOPMENT**

**NOVEMBER 2019**



Suleman Dawood  
School of Business



**AACSB  
ACCREDITED**

## ABOUT THE CENTRE

The Centre for Business and Society (CBS) is a platform that brings forth invigorating debates, policy discussions, research communications and conferences, student engagement and immersion programmes, speaker sessions, executive trainings and “edutainment” events to encourage stimulating dialogues on pertinent social issues and create positive societal impact through better business practices.

CBS brings efforts and conversations at the intersection of business and society onto a wider stage of influence in Pakistan. Through its spectrum of activities, CBS contributes to the international community agenda focused on attaining Sustainable Development Goals (SDGs) with thematic areas focusing specifically on Ethics and Social Responsibility, Education, Gender, Sustainability, Diversity and Inclusiveness, Health, Governance and Public Policy and Capacity Building.

The centre's activities in the year 2019 – 2020 focus on Education for All, Gender Equality and Empowerment of Women, and Sustainable Cities and Development.

## DIRECTOR'S MESSAGE



As CBS completes its ninth month in operation, I am humbled to report that with support from the faculty, our associated departments and especially the student body, CBS has been able to extend its footprint considerably. From hosting talks, supporting internships and development of online learning platforms to competitions and activities marking special occasions, the Centre for Business and Society, with your support, is now poised to become truly multidisciplinary in nature - endeavouring to create an impact through academic activities as well as undertaking activities aimed at creating awareness and building capacity. CBS' student engagements are now aggregated under the

umbrella term StEP (Student Engagement Program), a term coined by Dr. Mohsin Bashir, whose commendable StEP work with the Dolphin Force is also featured in this newsletter.

Here I must also mention the ‘un-thuk mehnet’ of the driven, highly committed CBS team – Arzoo, Majid, Maryam and Ufaq, who have gone beyond the call of duty to make CBS what it is. While CBS' success remains that of the entire LUMS' community, this time the chalice must be raised for celebrating our team! Here's to you, team!

I am certain that by the time we present the next volume of Baithak to the LUMS community, we will be showcasing many more academic achievements including research grants, workshops and the development of intellectual material. For now, I wish you all the best for the remaining semester. Happy belated Divali to everyone. Best wishes for upcoming Eid Milad un Nabi as well.

To happy, fulfilling times ahead!

*Dr. Zehra Waheed*  
**Director, CBS**

## NBS MEMBERSHIP

CBS is very pleased to announce that it is officially a formal member of the Sustainability Centres Community (SCC), hosted by the Network for Business Sustainability (NBS).

NBS has a network of more than 150 sustainability centres from leading business schools from around the world. CBS is the first centre from Pakistan to be a part of this prestigious global network. CBS is proud to be a part of this network and is looking forward to learning from other international business schools and engaging in pedagogical and research initiatives built around sustainable business practice and education.

This is a major milestone for CBS and is a testament to the centre's global outreach.

## POLICY BRIEF COMPETITION

During the Spring Semester 2019, CBS held its first Annual Public Policy & Governance Student Competition. We are pleased to announce the winners of this competition:



Author: Zinnia Arshad

Category: Social Policy

Paper Title: Rehabilitating  
Pakistan's Elderly Population:  
Ever increasing issues of Old age



Author: Eisha Abid

Category: Gender Inclusion

Paper Title: Poor Menstrual Hygiene  
Management and its Consequences  
for Pakistani Schoolgirls



Author: M. Humble Awan

Category: Institutional/Governance  
Reforms

Paper Title: A policy Analysis Report  
on Kite Flying and Basant Festival  
ban in Punjab

## MOU SIGNING

On September 4, 2019, CBS signed an MoU with The Citizens Foundation (TCF). This MoU marked the beginning of a first-of-its kind collaboration between TCF and CBS. This collaboration will ensure that maximum efforts are put in every year to help prepare meritorious TCF alumni for admission in the top undergraduate programmes in Pakistan, including LUMS.

The MoU was signed by Dr. Arshad Ahmad, Vice Chancellor LUMS, Dr. Alnoor Bhimani, Dean SDSB, Dr. Zehra Waheed, Director CBS and Mr. Riaz Kamalani, Vice President TCF. The ceremony was attended by the CBS and TCF teams, TCF alumni and LUMS students.

## TALK BY MEMOSH KHAWAJA (CEO - HALEEB FOODS)

Mr. Memosh Khawaja is the current CEO of Haleeb Foods and Vice President of the Pakistan Dairy Association. Mr. Khawaja earned an MBA degree from LUMS in 1993. Prior to joining Haleeb Foods, he led Henkel, Germany Laundry and Home Care Division's global financial steering of worth €5 billion. With 25 years of professional experience in global corporations Mr. Khawaja's long-term goal is to make a significant professional and social contribution in the developing world.



On May 6, 2019, CBS and SDSB hosted Mr. Memosh Khawaja at LUMS for a talk on the growth potential in the processed milk industry and opportunities in the dairy sector for young professionals and entrepreneurs.

During the session, Mr. Khawaja gave insights into the role Haleeb Foods is playing in providing farmer development services, building local industry capacity, and enhancing quality standards. The talk was followed by a Q&A session with faculty, staff and students. Mr. Khawaja and the audience of the session discussed the importance of transforming perceptions within the dairy sector, and the critical role of regulations and policies to regulate the sector and achieve higher growth.





## INTERVIEW WITH MEMOSH KHAWAJA (CEO - HALEEB FOODS)

**Q. What drives you in the professional and personal domain?**

What drives me is the opportunity to contribute to my people, to my company, and to the environment overall. By being in the dairy industry and at the leadership of Haleeb Foods, I am able to address all three of these areas because it is a sector where you are not just doing business but you are also contributing significantly to the outside world as well.

**Q. Haleeb's ethos of investing and taking care of its employees is widely recognized and valued. How did this culture manifest in the organization?**

We believe that the most important assets of an organization are its people and its brands. We work very extensively on these two assets. We have a comprehensive programme on people care, which covers every aspect of their personal, professional and leadership development.

**Q. Do you feel that Haleeb Foods' employee-centric culture has created larger brand loyalty amongst the organisation's workers? Does this loyalty feed back into Haleeb's overall industry performance?**

Yes! We have now revived the culture of Haleeb Foods in the last couple of years where we are engaging more of our employees in the transformation programme that the company wants to go through and at the same time, the industry is at the tipping point of transforming into a full-fledged industry. We are preparing the leaders for tomorrow for the industry and our company. We have a programme called "I-Change" and this programme encapsulates the full empowerment given to our young employees to bring about that change at an individual level.

**Q. With regards to responsible business practices, particularly concerning the environment, the dairy sector has a direct impact on the environment and natural products. What steps have you taken to make Haleeb Foods a more environment-friendly organization?**

I would say that this is an area where we are still taking baby steps, but sustainability is definitely a core part of our mission and where we can start from is our supply chain in terms of sourcing of milk from farm, taking care of our stakeholders and especially the animals. We work a lot on that front.

Whereas the plants (factories) are concerned, yes, we have taken a few measures in terms of water recycling. Also, we took some initiatives on the energy front, to optimize energy. I think there is more work to be done on the value chain to contribute to the environment, so we are focusing more on the back-end rather than on the front at this moment. But yes, there are a lot more initiatives that we plan to take in the times to come.

**Q. Lastly, with regards to supply chain, in the dairy industry there is a lot of adulteration of milk, which is the main concern of people when buying milk. How does Haleeb Foods deal with the wastage in such a supply chain, and how do you minimize the risks associated with it?**

The difference between the organized dairy sector and the unorganized (informal) dairy sector is exactly that. That we work end-to-end, so we go right down to the source of milk, until it reaches the consumer. It is a long value chain for us, and we ensure quality of milk from point-A to point-Z, so there are various steps involved, and that is how we operate.

On the other hand, the larger part of the milk that comes to the people does not use that value chain, they deploy the short-cut on it, and therefore there is lots of wastage and adulteration, and that's exactly the point that we're trying to address: changing the perception and enforcing regulations through which we can curb the adulteration and wastage of milk and shift more towards processed milk.

## INTERVIEW WITH ALTAMUSH SAEED (FOUNDER - QADAM)

Altamush Saeed is a final year student at the Shaikh Ahmad Hassan School of Law in LUMS. Altamush recently formed his own NGO called Qadam which focuses on the SDGs. This year, Qadam is focusing on SDG 4 (Education), SDG 2 (Food Security), SDG 13 (Climate Action) and SDG 15 (Life on Land).

**Q. Please tell us about your organization, Qadam. What is Qadam trying to achieve and why do you think this is an important step?**

Before talking about Qadam, I should start with the story about how I became interested in community service. This goes back to when I was 14 years old. I noticed that drug abuse was very common amongst young people in my neighbourhood. I was a young kid and I didn't fully understand it, but I wanted to do something about it. So, I formed a football club with my friends and introduced all those young people to football. Every summer, around 500 youth athletes play at our annual football tournament. We started in 2012 and by 2017 there was not a single child in the vicinity who was on drugs.

After starting the football club, I became more interested in doing something for society. I wanted to take a Qadam (step) myself. Therefore, I formed my own NGO and named it Qadam. Qadam works on the Sustainable Development Goals of the UN. Obviously, we cannot work on all seventeen right now, but we hope to do that in the long run.

**Q. What surprised you the most when you were putting Qadam together?**

I think the most surprising thing was that people want to help. Empathy exists inside all of them but when it comes to doing something, people think that there are a lot of hurdles standing in their way. Forming this NGO was my way of giving a platform to my friends. We are new and we have very few people in the team right now. All the inductees in my team are people that I knew, and they basically wanted to help. So, I take them to schools, I ask them to volunteer to teach and they do that. Other than this, we also organize food drives at schools, and I do this through my friends so that they feel empowered.

There is one fact that any true humanitarian would understand that no matter how much you do, it is still not enough. You must always keep doing something.



**Q. Do you have any advice for other students who want to start their own NGO?**

Firstly, they need to ask themselves the question, "What am I trying to solve?". It can be anything. They should look at their surroundings and see. For example, I am from Township and there are areas outside LUMS where I come across people who haven't eaten and children who don't go to school. So, you have to pick a problem and devise a solution for it in your mind. In my mind, the solution was to start teaching and in the long run, I want to make a school for children. Currently, I am just teaching at different schools. In a week, I teach at four schools. So, it is very hectic balancing community service with studies at LUMS but if you decide to help society, I think there is nothing stopping you. You don't even need an NGO to do that, just go out and do something for society.

**Q. Where do you see Qadam going in the next five years?**

Firstly, I am hoping that it will get registered within the next six months. Secondly, I am hoping to build a team of very dedicated individuals. By a good team, I don't mean a thousand people. It could be twenty good people who want to serve society in any way. That's the first step. Secondly, I also want to build a school for deserving children. Other than that, I have a personal attachment to animals, so I want to build a shelter in Lahore for animals. Moreover, I want to start working on the other SDGs and the next in line for me is Gender Empowerment (SDG 5) and Life Below Water (SDG 14) because that is also linked to animal welfare.

## TALK BY DR. ZAIDI

On September 20, 2019, CBS with the support of faculty leads Dr. Muhammad Ahsan Rana and Dr. Sameen Zafar, organized a talk on Promoting and Protecting the Rights of Older Persons in Pakistan by Dr. Asghar Zaidi. Dr. Zaidi is a professor of Social Gerontology at Seoul National University, South Korea and Senior Research Fellow at the Oxford Institute of Population Ageing.

Dr. Zaidi presented the findings of the report, 'Moving from the Margins: Promoting and Protecting the Rights of Older Persons in Pakistan', drawn from the project commissioned by the Research, Evaluation, and Monitoring Unit (REMU) of British Council Islamabad. The report evidences those human rights for the older population which are neglected in Pakistan and sets out policies and programmes required to protect and promote these rights.

The talk was attended by Dr. Alnoor Bhimani, Dean SDSB, Dr. Zehra Waheed, Director CBS, Dr. Muhammad Ahsan Rana, Dr. Sameen Zafar and undergraduate students and PhD candidates at LUMS.

This talk was followed by a Q & A session.





## CBS MOOC SUMMER INTERNSHIP



CBS MOOC Summer Internship, titled **FUSION**, was a three-month long internship programme from June 2019 to August 2019. Under the supervision of Mr. Zeeshan Hasan, Adjunct Faculty SDSB, interns from LUMS worked on the development of an Online Teacher Professional Development (TPD) model.

This innovative redesigning of the teaching and learning experience at LUMS strives to create positive implications in the growing domain of distance learning by offering personalized study plans and making education accessible to a wider variety of people.

On August 8, 2019, CBS organized an information session at NIC, LUMS where a presentation and demo of the online learning portal was followed by a Q & A session. This session was attended by Ms. Aisha Sohail from CARE Foundation Pakistan, Mr. Faisal Khairi and Ms. Afshan Amin from LUMS IT department, Mr. Yasir Amir Awan from National Incubation Centre Lahore and the CBS team.

On September 3, 2019, Dr. Zehra Waheed, Director CBS, along with Mr. Zeeshan Hasan presented certificates to interns on the successful completion of the programme.

## DOLPHIN SQUAD PROJECT INTERNSHIP

In summer 2019, LUMS students interned at the Dolphin Police Headquarters in Lahore under the guidance of Dr. Mohsin Bashir, Assistant Professor at Suleman Dawood School of Business (SDSB, LUMS) and Mr. Bilal Zafar, SP Dolphin Squad Lahore.

The Dolphin Force Internship Programme was a six-week long project internship in the fields of HR and Marketing. The HR interns worked closely with the administrative staff at the Dolphin Headquarters and performed a detailed analysis on the use of resources. The Marketing interns were responsible for creating a PR strategy for the social media platforms of the Dolphin Force.

At the end of the internship period, all interns presented their findings and recommendations to Dr. Mohsin Bashir, SP Bilal Zafar and relevant team members. SP Bilal Zafar and the Dolphin Force administration appreciated the efforts that the team put in and considered the implementation of their recommendations.

One of the most important impacts of this internship programme was the exposure of LUMS students to the public sector. By providing first-hand experience and clear insights into the realities of work life in this sector, the internship programme encouraged students to consider a career in this field.





# 08 StEP: AMBASSADORS FOR CHANGE PROGRAMME



The CBS-TCF collaboration has been titled the **CBS Ambassadors for Change Programme**. This six-month long intervention is designed to help TCF alumni improve their results in intermediate exams and develop better test taking and interpersonal skills, facilitating their admission in the top undergraduate programmes of Pakistan.

To officially start the CBS Ambassadors for Change Programme, 2019 - 20, CBS organised an Orientation Session for CBS volunteers and TCF Alumni on September 20, 2019. The Orientation was a fun and interactive ice-breaking session in which Dr. Zehra Waheed, the CBS team and volunteers interacted with the students that they will be teaching.

Since September 2019, alumni of TCF schools have been attending English and Math classes on LUMS campus on the weekends. These classes and information sessions are being conducted by volunteers from the LUMS student body from all schools and disciplines and across undergraduate as well as postgraduate level. Through this programme, CBS wants to inculcate a strong commitment to social responsibility in LUMS students.





*We would like to hear from you!*  
*Please send your suggestions and feedback at*  
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